



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

Number 120

July 1964



BELL



STUGARD

Edward J. Bell, European Area Officer since 1961, has been named Ag. Att. in Pretoria, succeeding W.J. Edens who is retiring. Burl Stugard, until recently Ag. Att. in Manila, succeeds him as European Area Officer.

Ed, a USDA career veteran, and former Montana farmer, was Ag. Att. in Athens from 1956 till he became Area Officer, was previously Director of the Grain and Feed Division.

His experience in foreign and domestic agriculture has been extensive and varied. Before joining FAS in 1953 he was Director of the Mutual Security Agency's agriculture division in Manila in 1951-52. In 1949-50 he spent four months as a member of a USDA 3-man mission reporting on market potentials for American wheat and wheat flour in the Far East.

He previously was Administrator of the Oregon Wheat Commission, and served with the Agricultural Adjustment Administration, the Federal Farm Board and the Farm Credit Administration.

A former Montana farmer, he has a B.S. degree in agronomy from Montana State College and an M.S. in agricultural economics from the University of Wisconsin.

Burl Stugard has been an Ag. Att. in Spain, Mexico and the Philippine Republic. He was Attache in Manila from June 11, 1962 and since his return to Washington earlier this year has been acting as European Area Officer.

Born and reared on a farm in Kansas, he received an A.B. degree in economics and an M.A. in entomology from the University of Kansas. A one-time citrus producer in the Rio Grande Valley of Texas, his connection with USDA goes back to 1931 when he joined Bureau of Entomology and Plant Quarantine.

Burl served as Ag. Att. from 1950 to 1955, and was named Deputy Asst. Admin., Agri. Trade Pol. & Analysis in the latter year. He was appointed Latin America Area Officer in 1957, and went to Mexico City as Ag. Att. in 1959.

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HOST OF FRIENDS MOURN FRED J. ROSSITER

Hundreds who knew him lost a friend, and FAS a stalwart pillar of operational strength when a heart attack ended the life and distinguished career of Fred J. Rossiter in Quebec, P.Q., Canada May 28.

Interment was June 4 in Arlington National Cemetery after services in Ottawa attended by American Embassy officials and other friends.

Fred was 68 years old. His death came only 3 weeks after he was cited by the Department for Superior Service "for outstanding statesmanship in representing U.S. agriculture in Canada and for devoted leadership in building an effective Foreign Agricultural Service."

Fred formally received the Award from Ambassador W. Walton Butterworth in an Embassy ceremony May 22, six days before his death.

He had been Agricultural Attache in Ottawa since 1955. But his Attache service abroad far antedated that year. Representing American agricultural interests abroad was his major life interest since the time when Attaches were known as "agricultural commissioners." And during his years in Washington, as Head of the Fats, Oils and Rice Division of OFAR, and later as Acting Director of OFAR and Assistant Administrator of FAS, his wisdom, energy and leadership were a driving force in carrying out Department foreign agricultural programs.

Fred was far too modest ever to say, as Othello did, that "I have done the state some service, and they know't." But it was true.

Born on a farm in Clinton County, Iowa, his career in the field of foreign agriculture began in 1921 when, after receiving a B.S. degree in farm management and an M.S. in agricultural economics from Iowa State College, he became an agricultural missionary of the Board of Missions of the Methodist church.

In 1931 he was named Assistant Agricultural Commissioner for the Foreign Agricultural Service Division of the Bureau of Agricultural Economics in Shanghai, China, later serving 5 years as Assistant Agricultural Attache and Acting Agricultural Attache in China and Japan. He was an International Commodity Specialist in OFAR from 1936 to 1939, and headed the agency Fats, Oils and Rice Division from 1940 to 1948. He became Associate Director of OFAR in 1948, and was Acting Director in 1949.

He was appointed Assistant Administrator of FAS in 1953, in charge of Attache and foreign agricultural analysis activities.

Fred participated in numerous in-



LAST HONOR. Fred J. Rossiter (left) was formally presented USDA's Superior Service Award by Ambassador W. Walton Butterworth at an Embassy ceremony in Ottawa.

ternational conferences, including service as an alternate delegate to the International Wheat Conferences from 1949 to 1953 and to the FAO Council from 1948 to 1952.

Fred is survived by his widow, Mrs. Daisy Rossiter, and by a son, Raymond K. Rossiter of New York city.

He was a World War I veteran, serving in France with the U.S. Naval Air Force.

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TELLS 'EM. Newsmen of Luxembourg and Germany covering the Luxembourg International Fair learned from Ag. Att. Clayton E. Whipple (second from left) all about the foods they saw in the U.S. exhibit at the Fair, and their availability in Europe. Clayton also told them about U.S. interest in expanded agricultural trade with other nations.



HONOR FOR ALL. The Superior Service citation of the Office of the Agricultural Attache in Tokyo for outstanding success in promotion of markets for U.S. agricultural products was presented to Attache Joseph C. Dodson (holding plaque) and his Office staff by Charge d'Affaires John K. Emmerson, in absence of Ambassador Reischauer. Front row: (l. to r.) Yoshie Ogawa, Mary K. Myers, Akiko Ohta, Joe Dodson, Takeo Takeshita,

Atsuko Kurokawa, Takeo Nishizawa, and Miho Yoshimura. Rear row: Asst. Att. David R. Strobel, Taro Watanabe, Asst. Att. Jimmy Minyard, Tomitaro Sutani, Kuniharu Kiyomiya, and Kinya Matsuta. Former Assistant Attaches Clyde R. Keaton (now Ag. Att., Belgrade) and Donald J. Novotny (now Ag. Att., Wellington) shared in the citation but are not in the picture.



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"A THOUSAND PARTS". That's what D.L. MacDonald, Ag. Att., Beirut said he thought his Superior Service medal "should be divided into so that all that helped could have his or her share." "Mac" (left) formally was presented the medal and Award by Ambassador Armin Meyer at an Embassy ceremony in Beirut.



IT'S FAREWELL TO
"BILL" EDENS

William J. Edens, Ag. Att., Pretoria, is retiring.

He is saying farewell to Attache work after serving in the Republic of South Africa since 1957. He was Attache in Djakarta from 1955, the year he joined FAS, until his Pretoria assignment.

"Bill", native of Aberdeen, Miss., began his agricultural career as a high school agricultural instructor in 1919, and entered the foreign field in 1952 as Chief of the Agriculture Division of the U.S. Operations Mission in Saudi Arabia. Positions held in the intervening years included the Presidency of Arkansas State College; Head, Department of Agricultural Economics and Assistant Dean, College of Agriculture, at Mississippi State University, and Head, Department of Agriculture, West Kentucky

State College.

He holds a Ph.D. degree in agricultural economics and an M.S. in agricultural education and economics from Cornell, and a B.S. in agriculture from Mississippi State.

Dr. Edens' service was characterized by significant contributions to the development of U.S. agricultural trade. He was highly successful in the promotion of markets for U.S. rice and wheat exports. He had a wide understanding of the agricultural life of South Africa and he was often asked by South African agricultural leaders to give talks and to write articles for publication on agricultural trade and related matters.

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SCHLUBATIS RETIRING

Retirement is ending the long foreign and domestic agricultural career of Gordon R. Schlubatis, Ag. Att., Ankara.

Gordon, native of Battle Creek and former resident of Coldwater, Michigan has been Attache in Turkey since September, 1960, and served four years as Agricultural Officer in Nairobi.

He came to FAS in 1956 from the Federal Extension Service. From 1952 to 1954 he was an Agricultural Extension Specialist with the U.S. Technical Cooperation Administration in Bombay State, India. From 1929 to 1952 he was a County Agent in Michigan, and earlier was a Research Assistant at Michigan State University, from which he received a B.S. degree in agriculture and an M.S. in soils in 1924 and 1926, respectively.

Gordon was responsible for the opening and development of the Nairobi post. One of his major achievements was the development of the first modern super market in Nairobi. Through diligent endeavor he convinced the owners of a traditional grocery store to visit the U.S. and study the super market system. They did, were convinced, and



changed to a super market stocked mostly with American items. In Turkey he made many Turkish friends and contacts, was a valuable member of the Embassy Country Team, and contributed significantly to the promotion of markets for U.S. agricultural exports.

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Sam H. Work, (right) Ag. Att., Bangkok, has been living up to his name encouraging Thai gourmets to sample the succulence of U.S. turkeys. When Paul Yee, manager of the Rama Hotel in Bangkok expressed a desire to place the birds on his menu, Sam cooperated. He is shown presenting Mr. Yee one of the first frozen turkeys received in Thailand from a New York exporter.



" - - - FAREWELL LEICESTER (Grosvenor) SQUARE!" Robert N. Anderson and the staff of his Ag. Att. office in London said goodbye in front of the Embassy to Asst. Att. Paul J. Findlen before his departure for reassignment in FAS/Wash, and to Walter A. Stern who'll be Asst. Att. in Manila. (Left to right, front row): Carol Murphy; Sybil Jones; Margaret O'Hara; "Bob" Anderson; Marion Kelly; Freda Weimer; Ann Richman; Asst. Att. Karl G. Shoemaker; Carolyn Bush, and Malcolm Sheriff. (Rear row): Paul Findlen; Walter A. Stern; Irene Spence; David Evans.

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KEMPTON NOT "DELIQUESCENT"

We should say not--we have his word for it. Jim--James A. Kempton, veteran Attache who served in Venezuela from 1942 to 1958 and elsewhere and became almost a legend before retiring some years ago--has written to Area Officer Paul Taggart from his home in San Francisco (2110 Jackson Street), sending his best to all, and thanking the FAS Letter for "breaking his fall into oblivion." But, he adds:

"All that stuff about the retirees slumping into a corner and deliquescing is a gross exaggeration."

That sent us to the dictionary which defines "deliquesce" as "to melt away or dissolve gradually." From the old-time Kemptonesque tone of the full text of his letter, he's doing neither.

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BON VOYAGE. Henry Hopp, (center, hatless) Ag. Att., Mexico City, bade good-speed to Dr. Oscar Valdes Ornelas as the latter and others of a Mexican meat and livestock delegation emplaned for Washington to participate in negotiations resulting in a May 14 agreement in which the Government of Mexico agreed to limit beef and veal exports to the U.S.



GIFT OF YEARBOOK. Soon after His Excellency Turan Sahin took office as Turkey's new Minister of Agriculture this year, Ag. Att. Gordon R. Schlubatis, Ankara presented him a complimentary copy of the latest USDA Yearbook. Vasfi Hakman (right), Soybean Council Director for Turkey, gave the Minister copies of Soybean Market Development program material.



WHISHT! 'Twas a brow nicht for the Scots when Ag. Att. Robert N. Anderson, and the California Raisin Queen got together with two of them at a reception in the Trade Lounge of the U.S. Exhibit at Scotland's Food Exhibition the evening of America Day. (Left to right) Mr. Harrison of Grandfare Supermarkets; Miss Sophia Ayre, the Raisin Queen; "Bob" Anderson; Ian Phillip, of Esplanade Imports.

Ra M BLINg a R o UNd

Mrs. Audrey Cook, formerly editor of the FAS Letter, has recovered from an extended illness. She has returned to FAS and is engaged in market development information work.

It's "Blue Ribbon Dave" now. When the American Association of Agricultural College Editors (AAACE) recently held its contest for the best taped radio discussion by a USDA official in Washington during the last year, David L. Hume, Asst. Admin. for Export Programs won first prize and a blue ribbon that went with it, with a talk about the poultry show at the Tokyo Trade Center.

He joins the honorable company of other FAS winners of the award in recent years: W.A. Minor, Arthur M. Cummings, and Robert C. Tetro.

The Agricultural Science Association of Ireland's understanding of "Agriculture in Other Lands" was heightened recently by an illustrated lecture by C.S. "Steve" Stephanides, Ag. Att., Dublin.

ORANGE JUICE was a chief attraction at the Kermesse Fair in Geneva and U.S. representatives shared the enjoyment of it with Fair visitors. The Fair also featured U.S. raisins and popcorn. (Left to right) John I. Kross, Attache, U.S. Mission; Ambassador R. Tubby, and Alfred La Rocque, European Representative, Florida Citrus Commission.

Myra E. Sully, sec-steno, Addis Ababa, and Mrs. A. Harwood McCoy, sec-steno, Stockholm, are now hard at work in FAS/Wash.

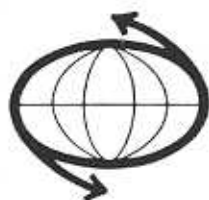
Marlise M. Wilke, Agri. Opr. Speci., in Bonn, met President Johnson at the White House while visiting Washington in late May.

"I had no idea it would happen," she said. It came about this way:

When Congressman Carl Albert of Oklahoma, now House Majority Leader, visited Germany in 1959, Marlise was assigned to his party in a secretarial capacity. After a renewal of the acquaintance in Washington, the Congressman said he was going to the White House to see the President and would she like to come along? She would--she did--and was graciously received and given a Presidential souvenir pen.

Summertime home-leavers include James F. Gehr, Ag. Att., Caracas; D.L. MacDonald, Ag. Att., Beirut; Loyd Adcock, Ag. Att., Addis Ababa; Ana Gomez, Asst. Ag. Att., Mexico City, and Carlos Ortega.





There's been some shifting around in the Attache family.

European Area Officer Edward J. Bell has been named Attache in Pretoria, South Africa to succeed William J. Edens who is retiring.

Clyde R. Keaton, Asst. Att. in Tokyo since Feb. 1962, is the new Attache in Belgrade, Yugoslavia, succeeding Armin J. Rehling, now in Trade Proj. Div.

Richard A. "Dick" Smith goes to El Salvador as Attache, with reporting responsibility also for Nicaragua, succeeding Alvin E. Gilbert, reassigned in FAS/Wash. and Daniel Sheppard, Ag. Off.

in Milan, becomes an Assistant Attache in Rome.

William L. Scholz, Int. Tr. Fairs, is being temporarily assigned to succeed Sheppard in Milan.



CAROL

Mrs. Carol D. Bell is Att. Neil P. Witting's new secretary in Monrovia, succeeding Mrs. Laura Marthinson who has gone to Kabul, Afghanistan where her husband has been assigned by AID.



HAPPILY EVER AFTER. Miss Aedin McCormack, secretary in the Ag. Att. office, Dublin, Ireland, recently became the bride of Hugh P.D. Cassidy, a University College of Dublin medical student. Following church ceremonies, a reception attended by Embassy personnel was held at the Intercontinental Hotel in Dublin.



The three sons of Paul Ferree, Attache, Leopoldville, smile for the photographer. John is the smallest, behind him is Patrick, and on the right is Robert.



THE FAS LETTER

To U. S. Agricultural Attache Posts

United States Department of Agriculture
Foreign Agricultural Service
Washington 25, D.C.

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